

«КАЗАНСКИЙ ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ»
ИНСТИТУТ ЭКОНОМИКИ И ФИНАНСОВ
Кафедра иностранных языков в сфере экономики, бизнеса
и финансов

Учебно-методическая разработка

по дисциплине

«Профессионально-ориентированный
перевод»

для проведения практических занятий

для студентов, обучающихся

по направлению 080100.68 «Экономика»

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Организационно-методический раздел

Данная учебно-методическая разработка составлена на основе программы дисциплины «Профессионально-ориентированный перевод» вариативной части общенаучного цикла (дисциплина по выбору студентов) ФГОС ВПО третьего поколения. УМР охватывает модуль «Практические аспекты профессионально-ориентированного перевода» и предназначена для аудиторной работы студентов-магистрантов экономических специальностей с целью формирования переводческой компетенции и применения ее в различных видах профессиональной деятельности. УМР включает четыре темы по два занятия и приложения.

Первые три темы посвящены общим вопросам перевода, лексическим, грамматическим и стилистическим приемам перевода. Каждое занятие предваряется вводными сведениями, где содержится практически ориентированная интерпретация основных положений переводоведения относительно конкретного вида переводческих проблем. Практические задания и вопросы для самоконтроля нацелены на закрепление пройденного материала и проверку качества его усвоения.

Четвертая тема представлена материалом по профессионально-ориентированному переводу, нацелена на освоение разных текстовых жанров экономической направленности, совершенствование навыков полного письменного перевода, реферативного и аннотационного перевода.

Приложения содержат дополнительные тексты для полного письменного перевода (Приложение 1) и устного перевода с листа (Приложение 2). Тексты для письменного перевода рекомендуются в качестве домашнего или контрольного задания. Тексты для перевода с листа предназначены для аудиторной работы с целью развития навыков устного спонтанного перевода.

ТЕМА 1 ОБЩИЕ ВОПРОСЫ ПЕРЕВОДА (2 занятия)

Занятие 1 Определение перевода, задачи перевода и классификации перевода. Эквивалентные и вариативные соответствия

Перевод – это передача смысла того, что сказано или написано на одном языке, средствами другого языка.

При переводе необходимо решить **две задачи**:

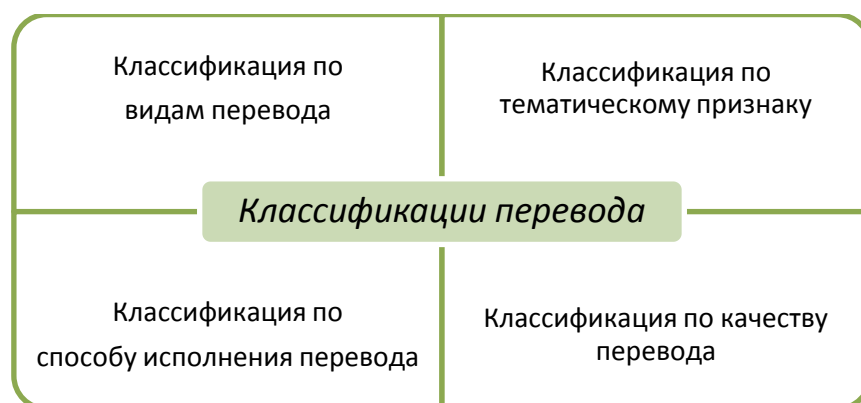
- правильно понять содержание высказывания (текста) на языке оригинала;
- полно и точно передать это содержание средствами языка перевода.

Для успешного перевода необходимо:

- иметь определенный запас слов английского языка;
- знать грамматику английского языка;
- иметь представление об области знания, к которой относится переводимый текст;
- владеть техникой перевода.

Исходя из слагаемых успешного перевода, техника перевода предполагает владение **лексическими, грамматическими и стилистическими приемами перевода**.

Как можно классифицировать перевод?



Классификация по тематическому признаку

перевод документов экономического характера

перевод документов юридического характера

технический перевод

литературный перевод и т. д.

Классификация по видам

Письменный перевод	Устный перевод
полный ПП	последовательный односторонний перевод на слух
реферативный ПП - изложение основных мыслей оригинала на языке перевода	последовательный односторонний перевод с листа
аннотационный ПП - краткое изложение основных вопросов (проблем), не раскрывая их подробного содержания	последовательный двусторонний перевод
перевод типа «экспресс информации» - изложение информации своими словами	синхронный перевод

Классификация по способу исполнения

ручной перевод

автоматизированный перевод

(machine-aided / machine-assisted translation - MAT)

машинный перевод

полностью автоматический перевод (machine translation - MT)

Классификация по качеству перевода

дословный

выразительные средства двух языков совпадают,
т.е. совпадают значения слов и грамматические структуры

буквальный

следование "букве", когда выразительные средства двух языков не совпадают

вольный или авторизованный

приблизительно верный перевод, когда переводчик позволяет себе выразить
чуть больше или чуть меньше того, что выразил автор

адекватный (равноценный перевод)

Эквивалентные и вариативные соответствия

Как отмечалось ранее, техника перевода предполагает среди прочего владение лексическими приемами перевода, самым простым и привычным из которых является *установление значения слова*.

Установление значения слова - нахождение лексического/словарного соответствия:

- *эквивалентные соответствия*, когда значения слов в английском и русском языках полностью соответствуют друг другу независимо от контекста. Они составляют порядка 30% лексики, к ним относятся имена собственные, числительные, дни недели, месяцы, научные и технические термины, географические названия и т.д.;
- *вариативные соответствия*, когда одному слову в английском языке соответствует несколько русских слов: *rate – growth rate, credit rate*. Это наиболее распространенный тип смысловых отношений;
- *описательные средства* (если нет эквивалента или вариативного соответствия)

Практические задания

Задание 1. Переведите предложения и определите качество перевода.

- 1) Health insurance is relatively stable industry.
- 2) A bare conductor ran on the wall.
- 3) He was born with a silver spoon in his mouth.
- 4) I don't know what is in store for me. Yet I do know I'll do it when two Sundays come together.

Задание 2. Переведите предложения, обращая внимание на многозначные слова.

- 1) Japanese businessmen are growing skeptical about *the pattern* of economic cooperation with the US as designed by American monopolies.

- 2) Turkey's *pattern* of development since 1948 cannot be explained only as a drive for self-sufficiency.
- 3) In the field of industry special emphasis has been placed on the heavy industries, such as coal, steel, but consumer goods *facilities* such as sugar refineries and textile plants have also received attention.
- 4) This can hardly be treated as a free *article*. You'll have to include the funds for the customs clearing.
- 5) Competitive *capacity* of enterprise is number one issue.
- 6) The rent and utilities *coverage* in the country is gradually growing and will reach as much as 80% by this July.
- 7) Price *gap* has become the main reason for many domestic goods being brought out of the country.
- 8) They have been speculating on *margin* for a couple of years now.
- 9) The new chief executive *officer* was appointed in May.
- 10) The immediate task is to *temper* the impact of inflation.

Вопросы для самоконтроля

- 1. Что такое перевод?**
- 2. Какие задачи необходимо решить при переводе?**
- 3. Каковы слагаемые успешного перевода?**
- 4. Что включает в себя техника перевода?**
- 5. Как можно классифицировать перевод?**
- 6. Что такое эквивалентные и вариативные соответствия? В каких случаях применяются описательные средства?**

Занятие 2 Слагаемые перевода

Переводческий анализ

Любому переводу должен предшествовать **предпереводческий анализ текста**:

- сбор внешних сведений о тексте (автор, время и место создания, для кого предназначен);
- просмотровое чтение (Skimming for main ideas), которое дает представление об общей структуре текста. При переводе этот вид чтения должен войти в привычку.

Единицы перевода

Переведите предложения.

Он живет в Казани.

Он живет в отеле.

Имейте ввиду, что глагол «*to live*» обозначает постоянное проживание в населенном пункте. Во втором предложении единицей перевода является словосочетание «*живет в отеле*».

Определение единицы перевода – одно из важнейших условий точности перевода. Переводческой единицей может быть слово, словосочетание или даже сверхфразовое единство.

Смысловая структура предложения

Членение предложения имеет важное значение для оценки контекстуальных зависимостей в исходном тексте.

Условно предложение можно разделить на:

исходную информацию (ИИ) = **тема** (о чем сказано);

сообщаемую информацию (СИ) = **рема** (что сказано).

Построение русского предложения почти всегда соответствует движению мысли, т. е. от исходной информации к сообщаемой (ИИ → СИ).

В комнату вошел человек. (СИ – кто?)

Человек вошел в комнату. (СИ – куда?)

Подавляющее большинство английских предложений строится по такому же признаку, однако рема может быть выражена и другими способами, которые не требуют обязательного помещения ремы в конце фразы (например, подлежащим с неопределенным артиклем).

В комнату вошел человек. – A man came into the room.

Человек вошел в комнату. – The man came into the room.

Обратите внимание на порядок слов в переведенных ниже предложениях.

1) Rapid increase in the investment of men and money in science would be necessary.

Необходимо быстро увеличивать ассигнования и численность научных работников.

Признаком того, что группа подлежащего в этом предложении является ремой, служит факт его количественного преобладания, поэтому сказуемое оказывается в конце предложения.

2) There has been in physics a steady and rapid increase in the cost price of scientific discoveries during the past few years.

В последние годы происходит непрерывное и чрезвычайно быстрое увеличение себестоимости научных открытий в области физики.

В этом предложении рема выражена группой подлежащего, которая находится после сказуемого. Это простейший случай грамматической инверсии. Конечное обстоятельство является носителем темы, поэтому перевод подобных конструкций начинаем с ИИ.

Практические задания

Задание 1. Определите единицы перевода в предложениях, предложения переведите.

- 1) All of these organizations use management accounting extensively.
- 2) IBM's decision last week to restructure its American pension plans will have been noted by chief financial officers everywhere.

Задание 2. Переведите предложения, обращая внимание на порядок слов в предложении. Определите тему и рему в предложении.

- 1) At present time important changes are occurring in the political life of the country.
- 2) Major expenditures are required to introduce and promote the brand.
- 3) New environmental taxes have been introduced.
- 4) Most of the key developments in UK taxation over the last thirty years have been very much in line with those seen internationally.
- 5) The share of revenue provided by VAT has greatly increased, while the share provided by taxes on specific goods has fallen by a similar amount.
- 6) Tax credits have brought support for low-income workers within the UK's tax system.
- 7) The extent of reform counts for much more than each country's starting point.

Перевод заголовков

The best headlines both 'tell and sell', that is, they tell the reader quickly what the news is and persuade the reader that the story is worth reading.

Перевод заголовка является важным элементом предпереводческого анализа текста, однако не всегда можно перевести заголовок, не ознакомившись с самим текстом. Поэтому за перевод заголовка порой следует приниматься после прочтения всей статьи.

Трудность понимания газетных и журнальных заголовков обусловлена возможным *нарушением языковых норм* и в некоторых случаях *незнанием реалий и культуры страны изучаемого языка и его фразеологии*.

Практические задания

Задание 1. Соотнесите заголовки с их категориями.

Headlines	Headlines' categories
A Not-so-perfect Market	<p>Noun Phrases (NPh with no verb describes a noun)</p> <p>Noun Strings (a string of three, four or more nouns together)</p> <p>Various Verb Changes:</p> <ul style="list-style-type: none"> – Simple Tenses instead of Continuous or Perfect; – Infinitive to Indicate Future; – Auxiliary Verbs Dropped in Passive Form <p>Articles Dropped</p>
Foreign Groups in China Face Tax Rise	
A Raw Deal for Commodities	
Mayor to Open Shopping Mall	
Professors Protest Pay Cuts	
OECD Hits out at ECB Lack of Clarity	
IMF expected to approve loan extension	
Overwhelming Response of Voters	
President Declares Celebration	
Widow Pension Pay Committee	
Under Pressure from Boss	
Unexpected Visit	
Geneva's oldest private banks to merge	

Задание 2. Переведите заголовки, обратите внимание на их особенности.

- 1) Key world economies slow sharply.
- 2) Euro zone jobless rate at new high.
- 3) Japanese giants in merger boost.
- 4) US growth rate revised up to 2.7%.
- 5) Moody's cuts rating of ESM Fund¹.
- 6) Facebook and Zunga² cut their ties.
- 7) Firms bidding for Twinkies brands³.
- 8) Micro stars, macro effects⁴.
- 9) Credit-card companies: War of the virtual wallets⁵.
- 10) A Chinese Dickens?⁶

Вопросы для самоконтроля

¹ The European Stability Mechanism (ESM) is an international organisation located in Luxembourg, which provides financial assistance to members of the euro zone in financial difficulty.

² Zunga is the largest game developer on Facebook. Facebook is not in the business of building games. They are focused on being the platform where games and apps are built.

³ The Twinkie is an American snack cake that is owned by Hostess Brands and marketed as a "Golden Sponge Cake with Creamy Filling". Hostess Brand Inc., established as Interstate Bakeries Corporation in 1930, is a wholesale baker and distributor of bakery products in the US.

⁴ Meet the economists who are making markets work better. A small group of the world's top microeconomists are quietly revolutionising the discipline. Working for big technology firms such as Google, Microsoft and eBay, they are changing the way business decisions are made and markets work.

⁵ Mobile money. Visa, MasterCard and other big payment networks need not be victims in the shift towards digital cash if they play their cards right.

⁶ The Nobel prize in literature. A prestigious award for a Chinese writer sparks debate about literary freedom.

- 1. Каковы слагаемые перевода?**
- 2. Что включает в себя предпереводческий анализ?**
- 3. Что такое переводческая единица?**
- 4. Какова смысловая структура предложений в русском и английском языках?**
- 5. В чем трудности перевода заголовков?**

Занятие 1 Перевод слов и словосочетаний, не имеющих лексических соответствий

Переводческая транскрипция, транслитерация и калькирование

Перевод слов и словосочетаний, не имеющих лексических соответствий (малоизвестных имен и названий, неологизмов, специфических понятий и реалий), осуществляется при помощи **транскрипции, транслитерации, калькирования и описательного перевода**.

Как произносятся имена *William, Watson* на русском языке?

Первоначально английские имена собственные передавались с помощью **транслитерации** (буквенной формы слова), поэтому *William* на русском языке может произноситься как *Вильям*, а *Watson* - *Ватсон*.

С течением времени стала преобладать **транскрипция** (фонетический, звуковой способ перевода имен): *William* - *Уильям*, *Watson* - *Вотсон*.

Чтобы правильно передать на русском языке английское имя собственное, нужно **правильно его прочитать!!!**

Практические задания

Задание 1. Прочитайте английские имена и запишите их на русском языке: Stallone, Graham, Heather, Keith, Stephen, Sean, Wallis, Steinberg, Walter.

Задание 2. Переведите следующие слова и словосочетания; проанализируйте перевод и попытайтесь дать определение калькированию: superpower, workaholic, head of the government, the United Nations Organization, the White House, skyscraper, lion's share, managerial accounting, financial accounting, deadline, basic earnings per share, non-taxable income.

Задание 3. Составьте определение калькированию из данных ниже слов.

составным **калькированием!!!** частям слова (морфемам) по составным частям Перевод по с английского последующим или сложением переведенных словосочетания (лексемам) частей особых изменений называется

Рекомендуемые правила перевода слов и словосочетаний,
не имеющих лексических соответствий

1) Имена собственные, включая имена людей:

- транскрибируются – *Newton* – Ньютон;
- транслитерируются – *Isaak* – Исаак;
- передаются согласно переводческим традициям – *the Queen Elizabeth* - королева Елизавета.

NB Рекомендуется транскрипция, однако учитывая, что в русском языке отсутствуют некоторые звуки, можно сочетать транскрипцию и транслитерацию.

2) Географические названия:

- переводятся – *Easter Island* – остров Пасхи;
- транскрибируются – *New Mexico* – Нью Мексико (штат на юге США); *Pearl Harbor* – Перл Харбор (военно-морская база США, которую в 1941 разбомбили японцы);
- передаются смешанным образом – *New Zealand* – Новая Зеландия.

3) Названия компаний, периодических изданий, кораблей, улиц, площадей, театров, музыкальных групп:

- транскрибируются – *BBC* – Би-Би-Си; *The Wall Street Journal* – Уолл Стрит Джорнэл (артикуль опускается).

NB В русском тексте необходимо все писать по-русски, в скобках можно указать орфографию оригинала.

4) Названия партий, международных организаций, государственных служб:

➤ переводятся – *Conservative Party* – Консервативная партия;

NB Однако есть исключения – *Labour Party* – Лейбористская (а не Трудовая) партия.

5) Вновь вводимые термины в специальных областях:

- транскрибируются / транслитерируются – *outsourcing* – аутсорсинг;
- калькируются – *unrealized gain* - нереализованная прибыль;
- используется описательный перевод – *listed company* - компания акции, которой котируются на фондовой бирже.

Практическое задание

Переведите предложения, обращая внимание на особенности перевода слов, не имеющих лексических соответствий.

- 1) At first, I was sceptical about the concept of franchising.
- 2) In Aalsmeer, in the Netherlands, the full flower of global agriculture is on display, quite literary. Most afternoons, 4m flowers and potted plants arrive by air from Israel, Kenya, Ecuador, South Africa and other horticultural hotspots.
- 3) OECD countries paid out \$360 billion in agricultural support.
- 4) This was amply demonstrated on the streets of Seattle during the failed launch of a new round of WTO negotiations.
- 5) According to Brent Borrell of the Centre for International Economics in Canberra, Australia, the policy has driven down demand in the EU and reduced prices in the rest of the world.
- 6) Freelancers Union is a non-profit organization in the United States that provides health insurance to its members through its for-profit Freelancers Insurance Company.
- 7) As a new or small nonprofit, your biggest challenge is likely to be managing your cash flow.

- 8) Japan's booming real-estate investment trusts market still has plenty of room for funny business – in particular, insider dealing.

Интернационализмы

Интернациональные (международные) слова - заимствования из других языков, сходные по звучанию, написанию и значению: *manager, broker, boss, bank*. Источником интернационализмов являются латинский, греческий и современные языки.

Практические задания

Задание 1. Переведите следующие латинизмы:

A.D.	CV	P.S.	alter ego
a. m.	etc.	quasi	de facto
p. m.	e. g.	vice verse	de jure
ad hoc	i.e.	v s. / v.	Gaudeamus igitur
ad val / a. v.	N.B.	alma mater	per capita

Задание 2. Переведите истории некоторых слов греческого происхождения.

Words, much like any human being or personal possession dear to us, have a history of their own.

These are the secrets of some English words of Greek origin.

Alexander / Alexandra

A very common and much loved name we give to our sons and daughters even today. The most famous Alexander in history was probably Alexander the Great, (356 BC- 323 BC), King of Macedonia who, at the age of 30, was already the leader of one of the largest empires in ancient history, stretching as far as northern India. His name depicts the strong defender of men from *alexo* (defend, protect) and *anir – andros* (man).

Alphabet

Alpha, Beta, Gamma ...you get the idea. The first two letters of the Greek alphabet gave birth to the now international word 'alphabet'.

Galaxy

The Ancient Greeks called it Galaxy because it reminded them of spilled milk amidst the stars, from the Greek word *gala* (milk).

Melancholy

Ancient Greeks believed that whenever you felt a sense of melancholy, your bile, inside your body, turned black. With this in mind, the Ancient Greeks created a word which so effectively described the sense of "melancholy," from *melas* (black) and *choly* (bile).

Olympic (Games)

According to historical records, the Olympic Games, today a major international sporting event, were first organized and conducted in the town of Olympia, in Greece, in 776 BC, and were held in the honor of Zeus. The Ancient Olympic Games are believed to have officially ended around 393 BC and were revived again in 1896, in Athens.

Telephone

Probably one of the most used words in the English language, *the telephone* has a very interesting etymology as it comes from *tele* (far) and *phone* (voice). Interestingly enough, the word television is a hybrid word as it is half Greek from *tele* (far) and half Latin from *vision*, *video* (watch, see).

Псевдоинтернационализмы

Существует много слов, называемых *псевдоинтернационализмами* / *ложными друзьями переводчика* / *мнимыми друзьями переводчика*. Их можно разделить на три группы:

I слова, которые имеют сходное написание и произношение, но совершенно разное значение: *magazine* – журнал, а не магазин;

II слова, которые в одном или двух значениях совпадают, но расходятся в других: *character* – *персонаж*, а не только *характер*;

III слова, близкие (но не идентичные) по написанию и звучанию и имеющие разные значения: *quite* – *quiet* (*вполне, совершенно* – *спокойный, тихий*).

Практические задания

Задание 1. Переведите слова. Помните о мнимых друзьях переводчика!

I	II	III
accurate	authority	accept – except
actual	balance	addition – edition
data	collect	affect – effect
decade	control	data – date
Dutch	credit	deprecate – depreciate
list	critical	economic – economical
invalid	interest	expand – expend
principal	nation	later – latter – letter
prospect	public	personal – personnel
receipt	record	policy – police – politics

Задание 2. Переведите. Не забудьте о ложных друзьях переводчика!

Banking institutions, public debt, interest rate, convention of the Entrepreneurs Union, personnel department, champion of peace, legal matters, accurate data, title and position.

- 1) We recognize that our employees are critical to our continued success.
- 2) Dan is focused on supporting the organization's aggressive growth objectives.
- 3) Are they prepared to expend the political capital?
- 4) He's got a bit of a loose tongue.
- 5) Creditors often ask for security before lending funds.
- 6) A business is solvent if it can meet its short-term debts when they are due for payment. To do this it needs adequate working capital.
- 7) Millions of people will see price changes on their next insurance policy following rule changes that have now come into force.

- 8) But what is really troubling Germans is the realisation that macroeconomic woe is filtering through to the real economy.
- 9) The publication in 1776 of a book called "An inquiry into the nature and causes of the wealth of nations" by Edinburgh economist Adam Smith refined the laissez-faire theory, and dominated government thinking for more than a century.

Вопросы для самоконтроля

- 1. Каковы способы перевода слов, не имеющих лексических соответствий? Приведите примеры.***
- 2. Что такое интернационализмы? Какие языки являются источником международных слов? Приведите примеры слов французского происхождения.***
- 3. Что такое ложные друзья переводчика?***

Занятие 2 Лексические трансформации

Работа над переводом слова и словосочетания не сводится только к нахождению эквивалентного или вариативного соответствия. Языковые единицы, которые могут выражать различные значения в зависимости от контекста, ситуации или подтекста, требуют особых приемов при переводе, называемых **переводческими трансформациями / переводческими модификациями / лексическими преобразованиями**. В их число входят:

добавления

опущения

*Where are you **girls** from? - Seattle, Washington.*

*Откуда вы приехали? – Из Сиэтла, **и там** Вашингтон.*

контекстуальные замены

К контекстуальным заменам относятся:

1) конкретизация – сужение исходного значения (имеет место в тех случаях, когда объем одного понятия составляет лишь часть объема другого понятия). Например, русскому понятию *исследовать* в английском языке могут соответствовать более узкие по значению единицы:

исследовать рынок – to investigate the market;

исследовать к-л явление – to research into some phenomenon

2) генерализация – расширение исходного значения. Например, русское слово *лечение* соответствует английскому *treatment*, которое обладает более широким спектром значений:

лечение оказалось успешным – the treatment turned to be successful;

их понимание ситуации – their treatment of the situation.

3) антонимический перевод – трансформация утвердительной конструкции в отрицательную или, наоборот, отрицательной в утвердительную, что сопровождается заменой на антоним:

He didn't say anything. - Он промолчал.

4) целостное преобразование применяется, когда при переводе необходимо понять смысл всего выражения в целом и выразить его по-русски словами, иногда очень далекими от слов подлинника:

Help yourself, please! – Угощайтесь, пожалуйста!

Практические задания

Задание 1. Переведите предложения, используя метод лексической трансформации, в столбике справа укажите используемый прием перевода.

добавления, опущения	
The maximum length of the login is 20.	
The comment can be 0-100 characters long.	
He leaned forward.	
The first thing I did was to pay her a visit.	
He took his phone in his right hand.	
контекстуальные замены: конкретизация (уточнение), генерализация (обобщение), антонимический перевод (замена отрицательной конструкции на утвердительную и наоборот), целостное переосмысление (понимание английского устойчивого словосочетания и передача его по-русски совершенно другими лексическими средствами)	
computer facilities	
banking facilities	
transport facilities	
It is so long since I saw you.	
Britain has dealings with the rest of the world.	
Remember to make the report.	
Experts caution against putting too much faith in financial education. "It is not the silver bullet that some people think it is," says Ms X.	

Задание 2. Переведите предложения, используя приемы переводческих трансформаций.

- 1) To be a rich man is not always roses and beauty.
- 2) We have a schedule to keep.
- 3) All taxes should go to local budgets.
- 4) A year or two ago, the bank would have granted a loan without a second thought.
- 5) The Review of Economic Studies receives regularly papers which may have non-negligible merits, but which appear not to be a good match with the journal.
- 6) Price rise is not unlikely to remain in the forthcoming period.
- 7) The proposal was rejected and repudiated.
- 8) It will be June before the two statesmen meet to sign the treaty.
- 9) The participating States intend to further the development of contacts and exchanges among young people by encouraging the further development of youth tourism and the provision to this end of appropriate facilities.
- 10) When it comes to the environment, big American companies like to appear green.
- 11) The impossibility has been noticed for the languages of the repertory not to take on some form of functional difference. If there is no functional difference, the weakest language within the community is bound to disappear from collective use.
- 12) Banks follow the practice of deferring balances to minimize the likelihood of fraud or embezzlement. But such schemes impact and offend good customers.
- 13) “The Samsung production facilities were excellent, but it failed to invest as much in marketing and distribution as it did in production. They believed a good product alone would create sales, which was a mistake,” says Mr. Johansson.
- 14) Well done!

Фразеологизмы, или связанные, устойчивые словосочетания, как правило, обладают либо полностью, либо частично переносным значением.

Есть необычные фразеологизмы, близкие по своим характеристикам к свободным словосочетаниям (to give a smile, to pay attention). К образным средствам языка относятся крылатые слова, пословицы, поговорки, сравнения.

Переведите предложение.

By that time he had reached the condition to see pink elephants.

Трудности перевода фразеологизмов начинаются с их распознавания в тексте. Сравнительно несложное правило – правило «розовых слонов» – гласит: как только в тексте появляется выражение, логически противоречащее контексту, следует рассматривать его как возможный фразеологизм.

Способы перевода образной фразеологии:

1) передача английского образного выражения фразеологическим эквивалентом в русском языке:

lion's share – львиная доля;

to read between the lines – читать между строк;

2) использование русского фразеологизма, аналогичного по смыслу английскому, но основанного на другом образе:

In Rome, do as the Romans do. – В чужой монастырь со своим уставом не ходят.

A fly in the ointment – ложка дегтя в бочке меда;

3) дословный перевод, калькирование фразеологических единиц:

A skeleton in the cupboard – скелет в шкафу;

4) перевод-объяснение, переводческий комментарий:

"That's a Scrooge Christmas," Mr. Obama added. – «Это будет невеселое Рождество», - добавил президент Обама (старый мрачный скряга Скрудж -

главный герой «Рождественской песни» Чарльза Диккенса, одного из самых популярных рассказов о Рождестве в Великобритании и за ее пределами).

Практические задания

Задание 1. Переведите фразеологизмы:

as safe as the Bank of England, forbidden fruit, salad days, capital injections, cash flow, a captain of industry, to navigate the market, to keep the economy/markets/a business on an even keel, an ailing banking sector, the current economic climate, thawing markets, a price war, to invade a market, a target audience/market, fatally wounded banks, to chase jobs, job hunting, bear raid / bear campaign, (selling products) by word of mouth.

Задание 2. Найдите фразеологизмы в предложениях, предложения переведите.

- 1) He is keen on easy money, but in this business, he surely will not get money for jam.
- 2) As a football player, the defender was once described by a British journalist as being "as safe as the Bank of England".
- 3) He was likewise curious about stocks and bonds and he learned that some stocks and bonds were not worth the paper they were written on, and that others were worth much more than their face value indicated.
- 4) It looks as though those taking out new insurance policies on their houses, cars, boats and planes will be paying through the nose.
- 5) Unlike disciplines such as physics, chemistry or engineering, where female students are thin on the ground, in the UK, the number of women and men earning undergraduate degrees in the life sciences is evenly balanced, a trend that carries on into the PhD phase. But as you move up the academic career ladder the less visible women become.
- 6) But the White House and Congress are trying to agree a package of measures that would divert the country from the fiscal cliff.

- 7) US President has warned of a "Scrooge Christmas" if tax breaks are not renewed for working families in a deal to avert a so-called fiscal cliff.
- 8) Any organization, but especially one in the public eye, needs to be able to move fast to put right whatever has gone wrong and caused a major crisis.
- 9) For at least 30 years, a crude rule of thumb has been that a departing senior executive is likely to be offered an exit deal worth about a year's salary.
- 10) There were no substantive new policies in this speech. He does not wish to reveal his hand too early and give a shopping list of ideas for his opponents to copy or trash.
- 11) As certificates of deposit bear higher interest rate, they can be an excellent parking place for temporary funds.

Вопросы для самоконтроля

1. Какие приемы перевода относятся к лексическим трансформациям?

2. Какие приемы перевода относятся к контекстуальным заменам?

3. Что такое фразеологизмы? Приведите примеры фразеологизмов. Каковы правила перевода фразеологизмов?

ТЕМА 3 ГРАММАТИЧЕСКИЕ И СТИЛИСТИЧЕСКИЕ ПРИЕМЫ ПЕРЕВОДА (2 занятия)

Занятие 1 Грамматические трансформации

В практике перевода необходимо учитывать не только значение лексики, но и особенности грамматики, поскольку неверная передача значения английских грамматических форм и конструкций приводит к искажению смысла оригинала.

К грамматическим трансформациям относятся:

Нулевой перевод

Нулевой перевод – пропуск той или иной грамматической формы, применяется для перевода безэквивалентных грамматических единиц в тех случаях, когда они носят чисто грамматический характер и не влияют на смысловую информацию.

(His) extraordinarily strong personality powerfully impressed (the) imagination of (his) compatriots.

Он поражал воображение соотечественников беспримерной силой духа.

Замены

В большинстве случаев безэквивалентные формы помимо чисто грамматических функций играют определенную смысловую роль, и потому требуют компенсации при переводе. Компенсирующим приемом в таких случаях является **замена**.

Замены – наиболее распространенный и многообразный вид переводческой трансформации. В процессе перевода замене могут подвергаться:

1) формы слова (например, категории числа, времени и т.д.)

*Stock markets give up early **gains**.*

*На фондовом рынке не приходится рассчитывать на скорую **прибыль**.*

Она остановится в гостинице.

She will stay at a hotel (сообщается сам факт, когда время пребывания и иные условия не существенны).

She will be staying at a hotel (контекст обуславливает точное время).

She is staying at a hotel (контекст обуславливает намерение или договоренность).

2) части речи

Australian prosperity was followed by a slump.

За экономическим процветанием **Австралии** последовал кризис (прилагательное → существительное).

3) члены предложения (перестройка синтаксической структуры предложения)

The last week has seen an intensification of the diplomatic activity.

В течение истекшей недели имела место активизация дипломатической деятельности (подлежащее → обстоятельство времени).

Могут иметь место также:

4) грамматическая персонификация

The article says...

В статье говорится о ...

5) синтаксические замены в предложении - замена простого предложения сложным; замена сложного предложения простым; замена главного предложения придаточным и наоборот; замена подчинения сочинением и наоборот; замена союзного типа связи бессоюзным и наоборот.

Синтаксическое уподобление

Синтаксическое уподобление или дословный перевод – такой перевод, при котором синтаксическая структура оригинала преобразуется в абсолютно аналогичную структуру переводного языка.

He was in London two years ago.

Он был в Лондоне два года назад.

Членение предложения

Членение предложения – переводческая трансформация, при которой одно исходное предложение (чаще сложное и реже простое) преобразуется в два (и более).

Объединение предложений

Объединение предложений заключается в преобразовании двух (или более) самостоятельных предложений в одно предложение.

That was a long time ago. It seemed like fifty years ago.

Это было давно, казалось, прошло лет пятьдесят.

Объединение предложений, при условии сохранения «информационной ценности и текстовой спаянности», приводит к компрессии высказывания.

Перестановка

Перестановка – это изменение расположения (порядка следования) языковых элементов в тексте перевода по сравнению с текстом подлинника. Элементами перестановки могут быть слова, словосочетания, части сложного предложения и самостоятельные предложения в строе текста.

Woman was arrested for driving in Saudi Arabia.

В Саудовской Аравии женщина была арестована за вождение.

Практическое задание

Переведите предложения с учетом грамматических трансформаций.

- 1) Developing effective strategies to reduce corruption is important.
- 2) It is our hope that an agreement will be reached by Friday.
- 3) The losses are calculable.
- 4) This is not to say that capital flight has stopped.
- 5) It used to be believed that all one required to make money on the financial markets was a good head for figures.
- 6) Google has also proven that advertising can be effective without being flashy.
- 7) North Korea is at the bottom of China's priority list.

- 8) The ways in which governments raise money through taxation continue to vary widely across the OECD, with Denmark collecting almost 60% of its revenues from personal and corporate taxes and France less than 25%, according to data in the latest edition of the OECD's annual Revenue Statistical publication.
- 9) While most countries use a mix of state and local property taxes to finance sub-national government, Ireland and the UK rely exclusively on local property taxes and Sweden exclusively on local income tax.
- 10) Generally speaking, banks are not permitted to pay interest on the balances in business checking accounts. The primary exception to this rule are accounts of business partnerships and non-for-profit organizations. If you seek this exception, you will be required by the bank to prove your company's eligibility.
- 11) Building a new brand name through advertising initially can cost over \$50 million, plus the expense of maintaining the brand loyalty.
- 12) A recent report from the World Bank predicts that average prices will fall again this year, before picking up in 20XX. However, it does not expect prices to regain recent peaks; even by 20XX most commodity prices will be lower in real terms than they were in 1997. In recent years, argues the Bank, high prices have stimulated a greater surge in supplies than usual, not only because of advances in technology, but also because privatization and market liberalization have increased the incentives for firms to invest in extra capacity. "Commodity prices", it concludes, "may have taken another step down in the long history of declining prices relative to those of manufactured goods."

Вопросы для самоконтроля

- 1. Назовите виды грамматических трансформаций.**
- 2. Какой вид грамматической трансформации является наиболее распространенным?**
- 3. Что подвергается замене в процессе перевода?**
- 4. Приведите примеры грамматической персонификации.**

Занятие 2 Стилистические приемы перевода

Одним из самых интересных аспектов перевода является проблема передачи стилистических приемов языка, воссоздание стилистического эффекта оригинала в переводе.

Во все времена перед переводчиками существовала дилемма: либо попытаться скопировать прием оригинала, либо, если первое невозможно, создать в переводе собственное стилистическое средство, обладающее аналогичным эмоциональным эффектом. Этот принцип часто именуют принципом стилистической компенсации, о котором К. И. Чуковский говорил, что не метафору надо передавать метафорой, сравнение сравнением, а улыбку – улыбкой, слезу – слезой и т. д.

Стилистические приемы перевода применяются в тех случаях, когда объектом перевода служат стилистически отмеченные единицы исходного текста – метафора, метонимия, сравнение, аллюзии, цитаты, крылатые выражения, пословицы и поговорки. Часть стилистически отмеченных элементов исходного текста получает при переводе стандартное соответствие, некоторые из стилистических единиц вообще не могут быть переведены, другие при переводе требуют существенных преобразований.

Метафора

К числу наиболее распространенных стилистических форм относится **метафора** – сопоставление двух несовместимых понятий:

Metaphorical definitions of time

Time Is Money

Yesterday is a canceled check; tomorrow is a promissory note; today is the only cash you have, so spend it wisely.

Time Is an Equal-Opportunity Employer

Time is an equal opportunity employer. Each human being has exactly the same number of hours and minutes every day. Rich people can't buy more hours; scientists can't invent new minutes. And you can't save time to spend it on another

day. Even so, time is amazingly fair and forgiving. No matter how much time you've wasted in the past, you still have an entire tomorrow.

Метонимия

Метонимия – перенос названия с одного предмета на другой на основе смежности сопоставленных таким образом объектов. В отличие от метафоры, направленной на сопоставление, уподобление объектов друг другу с целью выявления сущностного сходства, употребление метонимии направлено на индивидуализацию объекта путем выделения какой-либо характерной черты и вынесение ее на первый план в способе наименования:

*Traditional employment contracts have tended to be used for **white collar** staff.*

Разновидностью метонимии являются:

- **синекдоха** – метонимический перенос, основанный на ассоциации между целым и частью предмета:

England beat Sweden (when a national football team is signified by reference to the nation to which it belongs).

- **антономазия** – метонимический перенос, основанный на ассоциации между именем собственным и именем нарицательным:

<i>The Bard of Avon</i>	<i>William Shakespeare</i>
<i>Solomon</i>	<i>a wise man</i>
<i>The King of Pop</i>	<i>Michael Jackson</i>
<i>Casanova</i>	<i>calling a lover</i>
<i>Judas</i>	<i>betrayers</i>

Практическое задание

Переведите предложения, учитывая стилистические приемы перевода.

- 1) The market is dead.
- 2) She works with a newspaper.
- 3) Mortgage-backed bonds are coming back to life.

- 4) The White House will be announcing the decision around noon today.
- 5) General Motors announced cutbacks.
- 6) Bush has bombed Afghanistan and Iraq.
- 7) In the 2010 Winter Olympics, Canada won 14 gold medals.
- 8) Her voice is full of money.
- 9) The ham sandwich¹ is sitting at table 20.
- 10) "We want to be a political player in a positive way," said the chairman of the Association of Fundraising Professionals Political Action Committee, an umbrella organization for charitable fundraisers.
- 11) Shamrock organizations have three segments, like the leaves of a shamrock: a core of qualified professionals; contracted specialists in non-core areas like advertising, human resources, information technology, etc.; part-time, seasonal and temporary workers.
- 12) T-Shirts and Suits is the approach to business development for creative people and their enterprises. This approach to business development combines the creative personality (the T-Shirt) with business thinking (the Suit).
- 13) Steel company Tata is cutting 900 jobs around the UK, including almost 600 at plants in south Wales, with most among white collar staff at Port Talbot.
- 14) The suits on Wall Street walked off with most of our savings.
- 15) Only Mr. Know-it-all can give the answer for this question.
- 16) When I eventually met Mr. Right, I had no idea that his first name was Always. David Cameron also aims to simplify what he sees as over-restrictive planning regulations which he believes have been putting the brakes on economic development.

Вопросы для самоконтроля

- 1. В каких случаях применяются стилистические приемы перевода?***
- 2. Что такое метафора, метонимия? Приведите примеры.***

¹ *ham sandwich* is used by a waiter to refer to a customer consuming a ham sandwich

ТЕМА 4 ЭКОНОМИЧЕСКИЙ ПЕРЕВОД (2 занятия)

Занятие 1 Деловые письма. Финансовая отчетность.

Стандартное аудиторское заключение.

Профессионально-ориентированный перевод или **специальный перевод** - перевод материалов, относящихся к какой-либо отрасли знаний и имеющих свои особенности и специфику. К профессионально-ориентированному/специальному переводу, наряду с военным, юридическим, техническим, относится и **экономический перевод**.

Экономический перевод включает:

- перевод деловой корреспонденции;
- перевод экономической литературы;
- перевод финансовой отчетности;
- перевод банковской документации;
- перевод аудиторских заключений;
- перевод бизнес-планов и иных документов.

Практические задания

Business letters

In many ways, the method of writing s business letter is like the rule of thumb for giving a speech: Tell them what you are going to talk about. Talk about it. Then tell what you talked about.

The following sample letter (Task 1) shows how each of the three parts in the body of the letter work.

Задание 1. Переведите письмо, обращая внимание на его структуру.

<p style="text-align: center;">Review of Economic Studies 7884 Camden Rd. Williamsburg, W274105</p> <p>October 1, 20XX</p> <p>Lance Smith P.O. Box 3330 Houston, TX 45609-5551</p> <p>Dear Professor Smith:</p> <p>I write to you concerning the paper MS 16456, entitled “Application of the Analytic Hierarchy Process to optimize industry structure” that you submitted to the Review of Economic Studies for publication.</p> <p>I would like to explain some special circumstances that apply to your submission. We receive regularly papers which have non-negligible merits, but which appear not to be a good match with the Review of Economic Studies. In these cases, we think that the best service that we can offer to authors is a rapid reply that opens the way to a new submission elsewhere.</p> <p>After reading carefully your paper, I believe it falls into this category. Determining the optimal industry structure is certainly important. However, this question and your paper seem much better suited to a specialized journal on the economy, than to a general interest journal in economics like the Review. As a result, I regret to inform you that I have decided to reject your paper.</p> <p>I am sorry about this negative outcome, but I wish you success with submission to another journal.</p> <p>Sincerely,</p> <p>Cala Reginald Editor Enc. (10)</p>	<p>Sender’s address Company name Street Address City, State/Province Zip/Postal code</p> <p>Date</p> <p>Inside address Recipient name Address City, State/Province Zip/Postal code</p> <p>Opening salutation</p> <p>Body of the letter <i>(State Your Purpose)</i></p> <p><i>(Explain What You Want to Happen or Explain the Information You Have)</i></p> <p><i>(Request a Dated Action, Conclude, Thank the Reader)</i></p> <p>Closing salutation Signature Name Position Enclosure (Number)</p>
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Задание 2. Напишите письмо на русском языке, используя информацию, данную ниже, затем переведите его на английский.

Дата: 20.11.20XX

Адрес: Англия, Манчестер, Поплар Роуд, д. 16, Блэк энд Грин Лтд.

Содержание:

- сообщите о получении письма от 24.10.20XX и выразите свою благодарность за него;
- сообщите, что по просьбе компании вы высылаете отдельным пакетом каталог станков, производимых вашим предприятием, а также прилагаете к нему прейскурант;
- выразите надежду на получение скорого ответа.

Подпись: МН Иванов, председатель «АВС-импорт».

Financial Statements

Задание 3. Переведите названия некоторых видов финансовой отчетности.

Финансовая отчетность	
Баланс	
Отчет о прибылях и убытках = Отчет о финансовых результатах	
Отчет о движении денежных средств	
Отчет об изменениях в собственном капитале	
Примечания к финансовой отчетности (Пояснительная записка)	

Задание 4. Переведите некоторые виды финансовой отчетности.

Баланс	
	Assets
	Non-current assets
	Fixed assets = property, plant & equipment
	Intangible assets
	Construction/work in progress
	Current assets
	Accounts receivable (Receivables)
	Inventory(ies) = stock
	Cash and cash equivalents

Пассивы: собственный (акционерный)	
капитал и обязательства	
Собственный капитал	
Нераспределенная прибыль	
Обязательства	
Кредиторская задолженность	
Обязательства по отложенному налогу	
Резервы	

Отчет о прибылях и убытках = отчет о финансовых результатах	
	(Sales) Revenue
	Cost of Sales
	Gross Profit (Contribution)
Операционные расходы	
	General and Administrative Expenses
	Operating Income (Operating Profit) (Earnings Before Interest and Taxes)
Процентные расходы	
	Profit (Income) before Tax
Налог на прибыль	
Чистая прибыль	

Стандартное аудиторское заключение

Задание 5. Переведите стандартный текст аудиторского заключения.

We have audited the accompanying financial statements of ZAO ABC for the period from January 1 through December 31, 20XX which are comprised of the balance sheet, the statement of income, the statement of changes in the shareholders' equity, the statement of cash flows, appendix to the balance sheet and explanatory notes 4-XX to the financial statements. The preparation and presentation of these financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the fairness, in all material respects, of these statements and on compliance of accounting procedures with the legislation of the Russian Federation based on our audit.

The audit was planned and performed to obtain reasonable assurance about whether the financial statements are free of material misstatement. The audit was performed on a selective basis and included an examination, on a test basis, of evidence supporting the amounts and disclosures in the financial statements concerning the financial and business operations of the

audited entity; an assessment of the accounting principles and methods, the rules used in the preparation of the financial statements, and significant estimates derived by the management of the audited entity; as well as the evaluation of the overall presentation of the financial statements. We believe that our audit provides a reasonable basis for our opinion on the fairness of these financial statements and on compliance of accounting procedures with the legislation of the Russian Federation.

In our opinion, the accounting procedures at ZAO ABC insofar as they relate to the preparation of financial statements in 20XX complied with the requirements of Federal Law Concerning Accounting No. 129-FZ of November 21, 1996, and the aforementioned financial statements have been prepared in accordance with the said Law to ensure the fair reflection, in all material respects, of the financial position of ZAO ABC as of December 31, 20XX and its financial results for the period from January 1 through December 31, 20XX.

Вопросы для самоконтроля

- 1. Что такое профессионально-ориентированный перевод?***
- 2. Переведите на английский язык словосочетание «профессионально-ориентированный перевод».***
- 3. Что включает в себя перевод документов экономического характера?***

Занятие 2 Реферативный и аннотационный перевод

Реферативный П - изложение основных мыслей оригинала на языке перевода.

Аннотационный П - краткое изложение основных вопросов (проблем), не раскрывая их подробного содержания.

Практические задания

Задание 1. Изучите алгоритм выполнения РП.



Задание 2. Закончите РП текста «Best behaviour», следуя алгоритму РПП.

Best behaviour

The Organization for Economic Cooperation and Development has published a new set of guidelines for multinational enterprises, (setting out the ways in which its member countries would like these global corporations) *to behave*. (It would be better to concentrate on effective coordination among member governments than creating wish lists for companies).

Опубликованы новые инструкции Организации экономического сотрудничества и развития, регулирующие деятельность транснациональных компаний.

The OCED is updating its guidelines for multinationals, first published in 1976, covering information disclosure, employment relations, the environment, taxation and corruption. (But good companies already take account of the working conditions or environmental impact of their operations

Впервые вышедшие в 1976 г. инструкции постоянно дополняются и затрагивают вопросы информационной открытости компаний, проблемы трудовых отношений,

around the world, as part of their mission to give their shareholders a good return. Companies that, say, damage the environment face pressure good campaigns that are bad for business.

The OECD's guidelines are therefore largely a public relation exercise. But its audience has changed. In the mid-1970s,) *the guidelines were first introduced amid concern in the rich countries about a backlash in developing countries against multinationals*. (During the 1980s, almost all of the developing world opened up to international trade and investment).

Now multinationals are welcomed in most poor countries. Today's backlash is from groups within the OECD member countries. This was amply demonstrated on the streets of Seattle during the failed launch of a new round of WTO negotiations. Poor countries do not want force up their labour costs and undermine their comparative advantage. Nor do they want trade sanctions to be used in the pursuit of environmental goals.

Yet a world economy in which borders, time and distance are less important reduce the ability of national governments to interfere in the market – for good it or ill. It raises new and legitimate concerns over the regulation of companies, competition policy and the like. In some cases, global agreements may be needed. But in the end, national governments must take the responsibility for ensuring good behavior by companies.

An example in the OECD's convention on bribery and corruption. The OECD took a subject that many countries would rather ignore. Now there a legally binding treaty. Governments now encourage each other to put an end to practices which, for example, allow foreign bribes to be tax deductible.

Such coordination between governments in setting an appropriate policy framework is far better than

окружающей среды, налогообложения и коррупции.

Первоначально необходимость выпуска инструкций была продиктована обеспокоенностью стран-членов ОЭСР по поводу негативной реакции развивающихся стран на процессы глобализации.

non-binding advice to multinationals.

Задание 3. Переведите письменно аннотации к статьям из зарубежных экономических журналов.

Advances in International Accounting

**Latin American Banking Institutions Trading on New York Stock Exchange:
Convergence–Divergence of Latin American Accounting Standards and US GAAP**

Salvador Marin Hernandez

Abstract

The objective of this study is to analyze the degree of de facto harmonization and convergence between the generally accepted accounting principles (GAAP) of Latin American banking institutions and US banking institutions. We examine 20-F reports of all Latin American credit institutions which quoted shares on the New York Stock Exchange during the period 1998–2003. We also examine the bank financial reporting regulatory environment for three countries. The results show an emerging harmonization between many areas of financial reporting. However, for some areas, there has been little convergence. Also, movement toward harmonizing bank reporting standards has been slow. Thus, there is a need to continue efforts at harmonization in order to reduce the degree of discretion in financial reporting.

Economics Letters

**The black market exchange rate vs. the official rate in testing PPP:
Which rate fosters the adjustment process?**

Bahmani-Oskooee, M. , Tankui, A.

The Center for Research on International Economics, The Department of Economics, The University of Wisconsin-Milwaukee, Milwaukee, WI 53201, United States

Abstract

In testing the purchasing power parity theory (PPP) researchers hardly pay attention to the speed with which the exchange rate adjusts to a change in relative prices. In this paper we show that the speed of adjustment is faster when the black market exchange rate is used in testing the PPP as compared to the official exchange rate. This could be another reason as to why central banks should unify the two rates.

Author keywords

Adjustment speed; Black market exchange rate; Bounds testing approach; PPP

*Economics Letters***Sunspot bank runs in competitive versus monopolistic banking systems**

Tarishi Matsuoka

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Abstract

This paper extends the Diamond and Dybvig (1983) model to compare two banking economies: one with a competitive banking system and another with a monopolistic one. It is shown that a competitive banking system is more fragile than a monopolistic one in the sense that the parameter set stipulating that a bank run equilibrium exists in the competitive banking system dominates the set in the monopolistic one.

Highlights

This paper extends the model. I compare two types of banking economies: competitive and monopolistic. I show that the competitive banking system is more fragile than the monopolistic one.

Keywords: Bank runs; Competitive banks; Monopolistic bank

*International Encyclopedia of Human Geography***Transitional Economies**

J. Round

University of Birmingham, Birmingham, UK

Abstract

Transitional economies is a term used to describe economies which are undergoing structural reform with the intention of making them more market orientated. The term was first used to describe the move made by South American states away from military rule toward globally integrated markets. Since the collapse of the Soviet Union, the phrase has more commonly been used to describe the economic reforms undertaken in Eastern and Central Europe and the former Soviet states. Its central tenet is that the state should remove itself from the economic and that the market knows best. The term ‘transition’, however, is now considered to be rather problematic as the policy advice it describes was applied to regions with little consideration for their economic geographies. Therefore, a ‘one-size-fits-all’ approach was bound to experience difficulty. Although the institutions which led the reforms have now reconsidered their approaches, the effects of the initial reforms are still felt today. Using Russia as a case study it is clear that the social costs of transition are far worse than those guiding the reforms envisaged

and that the forms of economies that have developed in the region are far removed from textbook versions. Many now argue that the term transformation is a far more apt way of describing the processes that these countries are undertaking.

Author Keywords: Command economy; Economic reform; Liberalization; Market economy; Poverty; Privatization; Russia; Structural adjustment; Transformation; Transition; Washington Consensus; World Bank

Задание 4. Прочитайте аннотацию статьи, проверьте корректность перевода. Сделайте исправления, если это необходимо.

Формирование системы развития инновационной составляющей в экономике страны	Formation of the innovation component of the Russian economy
<p>Аннотация. В статье рассматриваются вопросы управления экономическими системами в структуре инновационной экономики. Анализируются конкретные элементы формирования инновационных компонент в народном хозяйстве.</p>	<p>Abstract. The article deals with the management of economic systems in the structure of the innovation economy. Analyzes specific elements of the formation of innovative components in the national economy.</p>
<p>Ключевые слова: инновационная экономика, наукограды, финансирование.</p>	<p>Key words: innovative economy, science cities, financing.</p>

Задание 5. Сделайте автоматизированный перевод аннотаций. Помните, автоматизированный перевод требует Вашего непосредственного участия и беспредельного внимания!

Инновационная инфраструктура как основной элемент сферы услуг современной экономики	
<p>Аннотация. В статье поставлена задача разработки системного подхода к формированию инновационной инфраструктуры сферы услуг. Обосновывается возможность применения базовых положений системно-интеграционной концепции в анализе структуры и функций инновационной инфраструктуры в регионе. Предложены подходы к типологии микро- и мезоэкономических</p>	

систем сферы услуг инновационной экономики.

Ключевые слова: сфера услуг; интеграционная концепция; инновационная инфраструктура и ее функции; региональная инновационная система

Использование метода системных матриц в исследовании современного продукта труда

Аннотация. В статье исследуются особенности промышленных изделий (брендированной продукции) и ремесленных изделий. Материал рассматривается с использованием метода динамических системных матриц. Цель анализа - выявление наиболее эффективных путей развития промышленности на современном этапе развития экономики. Основной путь автор видит в развитии творчества.

Ключевые слова: бренд; ремесло; системный анализ; матрицы; фактор времени.

Некоторые наблюдения за природой экономической интеграции

Аннотация. Проблемы и последствия экономической интеграции продолжают активно интересовать научную общественность. В статье предпринята попытка, с одной стороны, в общем виде представить возможные последствия современных тенденций экономической интеграции, а с другой - разобраться в некоторых глубинных вопросах, обуславливающих тягу стран к тесному межстрановому экономическому взаимодействию. Оказалось, что мотив просто купли-продажи и мотив роста капитала имеет разные последствия для интегрируемых экономик, модифицируя представление о богатстве и придавая особое значение методам увеличения потребления без роста расходов капитала на покупку рабочей силы. Возникающие группы стран делят между собой уже не столько сферы приложения труда, сколько функции в международном взаимодействии. И России предстоит решать для себя очень непростой вопрос о том, с какой группой стран она пойдет в будущее, имея существующую структуру экономики?

Ключевые слова: экономическая интеграция; внешнеэкономические взаимодействия; виды интеграционных процессов; последствия экономической интеграции	
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<p style="text-align: center;">Стратегические изменения в российской инновационной системе (элементы кросс-отраслевого и кросс-регионального анализа)</p> <p>Аннотация. Российская экономика уже достаточно длительное время функционирует в относительно стабильных макроэкономических условиях, обеспечиваемых наличием нефтегазовой «подушки». Даже мировой финансовый кризис 2008-2009 гг. не привел к длительному и существенному падению цен на нефть, что позволило России продолжать проводить политику по удержанию основных макроэкономических показателей. Вместе с тем, провозглашенный курс на модернизацию экономики должен был привести за этот период и в этих благоприятных финансовых условиях к заметным изменениям в национальной инновационной системе. В статье прослеживается, как менялся и в каком виде сформировался за это время технологический профиль российской инновационной системы, а также к установлению каких форм инновационного поведения ключевых экономических агентов этот период привел.</p> <p>Ключевые слова: инновации; инновационная активность; НИОКР; национальная инновационная система; региональные инновационные системы; структурно-технологические сдвиги; региональные технологические кластеры; региональная экономика; инновации в регионах.</p>	
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Вопросы для самоконтроля


- 1. К какому виду перевода относятся реферативный и аннотационный переводы?**
- 2. Что такое РП? Что такое АП?**

ПРИЛОЖЕНИЕ 1

ТЕКСТЫ ДЛЯ ПИСЬМЕННОГО ПЕРЕВОДА

Five warning signs to watch

“The world economy is in a dangerous new phase.”

 With those words, the International Monetary Fund introduced its latest World Economic Outlook. At the time of its drafting, the sentiment would have seemed bold, designed to shock. By the time it was published on Tuesday, it was the statement of the obvious.

A downgrade in Italy’s credit rating; more bad business survey data from Europe; a search for capital to shore up French banks; and alarming signs that investors have lost faith in the ability of the world’s most important central bank to come to the rescue – all this week darkened the mood once again.

Disaster threatens. Echoes of the 2008 financial crisis cannot be ignored, but are amplified this time by greater policy impotence. Governments must aim to maintain budgetary credibility without eliminating necessary growth. Central banks have less leeway to generate growth and barely understand the new tools they are using.

Certainly, the promise made by the Group 20 leading economies that the next year would herald a new “strong, stable and balanced” global economy is dead. The game is now to achieve the less ambitious goal of preventing the crisis spiraling out of control.

Policymakers still cling to the possibility of creating a virtuous circle of improved growth; reduced sovereign debt concerns; stronger banks; a brightening investment climate for companies; and a shift in the growth locomotive to Chinese consumers and other creditors. But their grip is weakening and the danger of recession looms.

The outcome is not set in stone. Imminent decisions by policymakers, companies and households will determine whether the economy will descend into downturn or emerge with a few cuts and bruises. In the weeks ahead, savvy investors will be seeking signposts indicating the global economy’s likely direction of travel. The following five areas are a good place to start.



Third-quarter growth

Reassuring bounce-back or descent to downturn?

Growth in advanced economies slowed to a crawl in the second quarter, raising legitimate fears of a descent into recession. A bounce-back in the third quarter would allay fears considerably.

Grounds for optimism rest on peculiarities in the May-June data and a fall in oil prices since the spring. IMF estimates suggest second-quarter output was hit by temporary supply chain disruptions after the Japanese earthquake and tsunami in March; the restarting of car production lines worldwide, along with lower oil prices, could boost third-quarter growth.

Japan would clearly be the most significant beneficiary, but special factors also depressed German and UK second-quarter growth. Germany's shutdown of its nuclear reactors following the meltdown at Japan's Fukushima plant helped push second-quarter growth down to 0.1 per cent; some economists are penciling in a jump to 0.5 per cent in the third. Britain enjoyed an additional day's holiday for the royal wedding, reducing the number of days worked in the second.

A positive surprise on growth figures would muffle the relentless drumbeat of gloomy data and should encourage some consumers and companies to spend. But policymakers cannot bank on even on temporary return to better numbers. The third quarter coincided with financial market turbulence, further euro zone debt turmoil and unrelated confidence-damping events, such as Britain's riots.

A bounce-back in the third quarter is therefore necessary for a benign outcome – but it is far from sufficient, and not guaranteed.

Eurozone debt crisis

Will Athens stay afloat or deliver global shock?

Greece triggered the eurozone debt crisis, and Greece will largely determine what happens next. Athens is being pressed hard by Troika (the International Monetary Fund, European Commission and European Central Bank) to put its emergency rescue program back on track or face halt to bail-out payments. But it is unclear whether Greek prime minister can deliver. The risk is of a default that delivers a Lehman Brothers-scale shock to the global economy.

Italy is already feeling contagion effects. Prime minister has little credibility among international investors. Political uncertainty is adding to nervousness. Next week could bring some relief if Germany's parliament backs proposals to strengthen the European Union's bail-out fund. Yet even those steps might prove inadequate. Chancellor Angela Merkel's grip on her supporters is wobbling, and German patience with the eurozone's fiscal miscreants has already been tested to the limit.

Acting as backstop is the ECB. It has massively expanded its government bond-buying program in the past six weeks – despite fierce resistance in Germany – but made clear this temporary. To head off funding problems at banks, the ECB could also expand its offers of unlimited loans or relax rules on the collateral needed for its liquidity. With the eurozone economy on the brink of recession, the ECB could soon cut its main interest rate. A change of its president at the end of October could add uncertainty.

Central banks

Will pro-growth steps pay off or prove futile?

The cavalry is not what it was. If the past few years have proved anything, it is that the rapid restoration of full employment is not within the power of central banks. Rather than saddling up to ride to the rescue of the world economy, the world's central bankers have in the past week or two been digging grimly into defensive positions, determined to use all of their limited weaponry to fight off the economic peril that they fear is coming their way.

“Most of economic policies that support robust economic growth in the long run are outside the province of the central bank”, US Federal Reserve chairman told fellow central bankers in August.

Despite those words, the Fed this week launched Operation Twist – a \$400bn program aimed at driving down long-term interest rates by buying long-dated Treasury securities with money raised from selling short-term bonds.

The Twist was bolder than markets expected but did not cheer them up. “I feel that this will have little effect on the overall economy and simply shows that the Fed is powerless against the fundamental problems facing the economy”, noted Steven Ricchiuto of Mizuho Securities in New York.

The trouble is that US consumers and European governments need to pay down their debts. No matter how low the interest rates, only a few will borrow and spend. The Bank of England looks set to try more quantitative easing; the ECB may well be forced to reverse interest rate rise. It is one line of defense – but it may not be enough.

4 Markets

Spiral into bear terrain, harbinger of recession?

Markets have been hinting for some weeks at an ever-increasing probability of recession. The most gloomy asset class by far has been bonds where, as investors go in search of safety, markets interest rates for government debt have plummeted. Germany's are at all-time low; US and UK rates are at the lowest for, respectively, 65 years and 112 years. “Treasuries today are not pricing in a recession but a depression”, argues Paul Griffiths of Aberdeen Asset Management.

Others argue special forces, including central bank purchases and unusually low official interest rates in most developed countries, are at work in bond markets. Good economic news, if it comes, could cause yields to shoot up, they argue.

But equity markets are also showing significant signs of distress. German and French stock markets have shed a third of their value since their peaks this year while US and UK shares

have fallen by almost a fifth, a loss that would put them in bear market territory. Such drops have often – but not always – been associated with recessions.

Andrew Parry, head of Hermes Sourcecap, a UK investor, says that equities will periodically rally and then collapse, a phenomenon Japan has experienced for the past 20 years as bonds have outperformed equities “Japan is not the perfect roadmap but [today’s events are] playing out like that more and more,” he adds.

Perhaps the biggest danger is of the tail wagging the dog, with markets tipping economies into recession. Companies globally are in the fettle, with strong balance sheets, but market turmoil gives them little incentive to invest or for consumers to spend.

US politics

Can a divided Congress drive consumer spending?

For the past 60 years, the global economy has had an answer to any woe: the American consumer.

Citizens of the world’s largest economy have shown such animal spirits, such willingness to buy and build and do, that demand has pulled the rest through all economic turmoil. Their appetites drove growth in the 2000s.

But since the housing crash began, they have been trying to pay down their debts. The government stepped in with a fiscal stimulus to replace their demand in 2009 and 2010 – but that is now fading away.

Poisonous politics means that the stimulus is unlikely to be replaced in full. US President proposes a \$447bn plan, most of which is based on short-term relief from payroll taxes for business and workers.

In the end, at least some tax relief is likely to be passed by Congress. Putting more money in the pockets of American workers appeals to Democrats and Republicans alike. But the dysfunction of Washington means the bill is unlikely to pass in a way that inspires confidence in business and workers.

For the third time this year, Congress is embroiled in an argument that could lead to a shutdown of the federal government, this time over whether spending on natural disasters should be offset by savings elsewhere. A shutdown is unlikely – but it highlights the continued rancour of political debate.

One thing that could steady nerves in the global economy is rational and determined US policy. Recent escapades on Capitol Hill, plus a looming presidential election campaign that promises to be bitter, do not offer much hope of that.

From FT

A little foreign change in your portfolio?

Holding foreign currency in your portfolio is a way to diversify and hedge against a weak dollar. There are several ways to invest in foreign currency, but you should be willing to take time to research your choices and to gather information about the economies, politics, and interest rates of the U.S. and the countries you're considering. As with any investment, understanding the risks is paramount.

EverBank, in Jacksonville, Fla., sells foreign currency certificates of deposit. These CDs are different from the ones you typically can buy through American banks. While they are insured by the FDIC against bank failure, you can lose principal with foreign currency CDs because of changes in the exchange rate may deflate the currency you bought.

EverBank Executive Vice President Frank Trotter says they shouldn't be compared to domestic CDs.

"Domestic CDs have no risk of principal," Trotter says. "(Foreign currency CDs) are really part of a stock or bond portfolio. With these CDs you get a guaranteed rate of return in the foreign currency. There's a principal amount in the currency, let's say euros. You have a rate of exchange in euros, and your risk is that the currency you've chosen declines in value versus the U.S. dollar. It's not different than a stock or an exchange-traded fund or any other investment. Your benefit is if the currency you've chosen goes up."

In addition to risking principal, you'll incur a fee on both sides of the trade -- when you buy or sell the CD.

Yield versus risk

Currently, EverBank's foreign currency CDs have maturities of three, six, nine and 12 months. Aiming for those with the highest yields may not be the best move. Higher yields are associated with higher risk, so do plenty of homework before diving into the Brazilian real or any other CD that's offering a considerably higher return than other currencies.

If you prefer to spread the risk around a bit you may want to consider a "basket" of foreign currency CDs, which EverBank also offers.

Rydex SGI sells Currency Shares which trade as securities. All of the shares have an expense ratio of 40 basis points plus transaction costs.

"If you look at it from a historical perspective, the logistics and the expense of investing in foreign exchanges has presented barriers to entry for many investors," says Rydex SGI portfolio strategist Carl Resnick. "The design of Currency Shares is aimed at overcoming those barriers."

But that doesn't mean potential investors should think trading Currency Shares is easy.

"We encourage investors to work through a financial intermediary, and we encourage investors to review their investment objectives, risk tolerance and to (understand) what they own," Resnick says.

Rydex SGI doesn't offer a mutual fund or basket of Currency Shares; they must be purchased individually.

Bill Larkin, fixed income portfolio manager at Cabot Money Management in Salem, Mass., says a simple way to invest in world currencies is to buy the iShares one-to-three-year International Treasury Bond (ISHG). It holds Treasury securities from about 15 countries, but not the U.S.

"You're owning bonds from foreign entities and you're going to enjoy the price appreciation if the dollar weakens and you'll get paid income on the bonds," says Larkin.

Because ISHG has no inflation protection, Larkin recommends SPDR DB International Government Inflation-Protected Bond (WIP) for a hedge against inflation. As with ISHG, WIP holds only foreign government bonds, none from the U.S.

"Both of these will add diversification," says Larkin. "It's a nice way of protecting yourself. I have about 5 percent in foreign Treasuries and about 5 percent in inflation-adjusted WIP. These are very similar to CDs but you're buying a basket that's basically doing the same thing but you can put this on automatic pilot. Also, I have instant liquidity and a lot of transparency."

As always, you shouldn't buy any of the aforementioned investments without fully understanding the products and knowing whether they're right for your goals and risk tolerance.

Also be aware that although there is a lot of talk about the weakness of the U.S. dollar and many experts are predicting that it will remain weak, Larkin points out that your best bet for making money with these investments is based on whether the dollar is the "sickest patient in the hospital." Other countries are struggling with large amounts of debt and weakened economies also. Don't let a scenario where the dollar ends up looking fairly healthy by comparison catch you by surprise.

From <http://www.bankrate.com/>

ПРИЛОЖЕНИЕ 2

ТЕКСТЫ ДЛЯ ПЕРЕВОДА С ЛИСТА

The Nobel Prize

Since 1901, the Nobel Prize has been honoring men and women from all corners of the globe for outstanding achievements in physics, chemistry, medicine, literature, and for work in peace. The foundations for the prize were laid in 1895 when Alfred Nobel wrote his last will, leaving much of his wealth to the establishment of the Nobel Prize. But who was Alfred Nobel? Meet Alfred Nobel - scientist, inventor, entrepreneur, author and pacifist.

He was born in Sweden, grew up in Russia, studied chemistry and technology in France and the US. His family was descended from Olof Rudbeck, the best-known technical genius in Sweden in the 17th century, an era in which Sweden was a great power in northern Europe. Nobel was fluent in several languages, and wrote poetry and drama. Nobel was also very interested in social and peace-related issues. But it is through the Nobel prizes outlined in his last will and testament that his name lives today.

From the Will

“... I, the undersigned, Alfred Bernhard Nobel, do hereby, after mature deliberation, declare the following to be my last Will and Testament with respect to such property as may be left by me at the time of my death:

...The whole of my remaining realizable estate shall be dealt with in the following way: the capital, invested in safe securities by my executors, shall constitute a fund, the interest on which shall be annually distributed in the form of prizes to those who, during the preceding year, shall have conferred the greatest benefit to mankind. The said interest shall be divided into five equal parts, which shall be apportioned as follows: one part to the person who shall have made the most important discovery or invention within the field of physics; one part to the person who shall have made the most important chemical discovery or improvement; one part to the person who shall have made the most important discovery within the domain of physiology or medicine; one part to the person who shall have produced in the field of literature the most outstanding work in an ideal direction; and one part to the person who shall have done the most or the best work for fraternity between nations, for the abolition or reduction of standing armies and for the holding and promotion of peace congresses. The prizes for physics and chemistry shall be awarded by the Swedish Academy of Sciences; that for physiological or medical work by the Caroline Institute in Stockholm; that for literature by the Academy in Stockholm, and that for champions of peace by a committee of five persons to be elected by the Norwegian Storting. It is my express wish that in awarding the prizes no consideration whatever shall be given to the nationality of the candidates, but that the most worthy shall receive the prize, whether he be a Scandinavian or not.

At the present time, my property consists in part of real estate in Paris and San Remo, and in part of securities deposited ...; further to this are accounts receivable, patents, patent fees or

so-called royalties etc. in connection with which my Executors will find full information in my papers and books.

This Will and Testament is up to now the only one valid, and revokes all my previous testamentary dispositions, should any such exist after my death...”

Alfred Nobel's interests are reflected in the prize he established.

Each prize consists of a medal, personal diploma, and a cash award.

In 1968, another prize was added “The Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel”. The Prize is based on a donation received by the Foundation in 1968 from Sveriges Riksbank (Sweden's central bank) on the occasion of the Bank's 300th anniversary. The first Prize in Economic Sciences was awarded to Ragnar Frisch and Jan Tinbergen for having developed and applied dynamic models for the analysis of economic processes.

From <http://www.nobelprize.org/>

Golden Rules of Entrepreneurship

Jason Nazar, the co-founder and CEO of DocStoc, a company that helps small businesses by providing them documents, videos and articles to help them start and grow their business, offers a story how he developed some rules on his journey to becoming the CEO of DocStoc.

These rules are:

- ❖ I will see it when I believe it
- ❖ Perpetual sense of urgency
- ❖ The only variable you control your work ethic
- ❖ The 5 step sales process
- ❖ All effort is equal
- ❖ You don't need a product to sell the product
- ❖ 10 questions to consider when starting a business
- ❖ Court mentors
- ❖ Find your why
- ❖ Selling ether
- ❖ Ideas don't matter execution does
- ❖ Make it different and better
- ❖ Speed and momentum the power of now
- ❖ ***Vision vs. flexibility - The entrepreneur's dilemma***
- ❖ ***10 lessons startups can learn from superheroes***
- ❖ Keep it lean
- ❖ Sell yourself first

- ❖ Be sincere exceed expectations
- ❖ The one most important thing
- ❖ Certainty

* * *

Vision vs. flexibility - The entrepreneur's dilemma

Many successful business people are able to see things other people don't. This actually makes their life rather difficult.

When Walt Disney said he was going to build a land of animals, people thought he was crazy. In the context of their world, it didn't make any sense. Disney saw something in his head that no one else could see, and like Steve Jobs and other entrepreneurs after him, and he steadfastly pursued that vision.

However many businesses fail, and those who succeed often did so because they shifted and became a different company than what they started out as.

Twitter started out as a company called Odeo that was trying to provide an MP3 music solution that nobody wanted. So the leader essentially told his team: "Take two weeks, come up with a new idea, and come back to us". This was how Jack Dorsey and Biz Stone came up with an idea called "Twitter".

So Twitter was born as a completely new creature, a reincarnation. It wasn't the only company that transformed drastically. PayPal didn't start as PayPal. Groupon didn't start as Groupon. Hundreds of successful businesses pivoted from where they started.

This is the crux of an entrepreneur's dilemma: How, on the one hand, can you be a visionary CEO who relentlessly pursues the vision only you can see, but on the other be the flexible CEO whose company succeeds due to shifting? One answer to be attached to the problem you are trying to solve but be very flexible in the solution.

A businessperson can identify the need, but the challenge comes in finding solutions. You may initially come up with impractical solution, simply because you are new to the market. If you remain attached to this problem, but open-minded about how to fix it, you reduce the risk of failure.

* * *

10 lessons startups can learn from superheroes

When I began my company, I decided to make DocStoc's core values about superheroes. Why? Because I love superheroes, and it was my company. I wrote 10 lessons startups can learn from superheroes, and expect all of my employees to live by them:

First, superheroes never give up. They always continue on and press forward. Batman doesn't have a single superpower, but he's superhuman, because he's the most persistent human being on the planet.

Two, superheroes always get the job done. You never hear that Spiderman almost saved Mary Jane from the burning building. Don't say you almost started the business. You either did or you didn't. Grey area is for Kafka, not comic book heroes.

Superheroes are the best in what they do. When I hire people, I do it because they're the best in what they do. Flash is the fastest. Everyone should be the best at what they do, and expect to work with the best.

Superheroes have a crystal clear purpose. You know Captain Marvel? He is a young boy and his motto is "to defend good". He is known to be a ridiculously cheesy superhero, but this clarity and simplicity of the purpose is essential for business leaders.

Superheroes aren't flawless. You have flaws and you will make mistakes. You will hit potholes, and earn your scars. The goal is not to be perfect, but the pursuit of perfection.

Superheroes don't seek the glory, but they will receive it anyways. If your goal is to achieve something important, you won't have to beat the chest, and declare how amazing you are. The glory will come to you.

Superheroes help others. If you are starting a business, your goal should not begin with "how much money do I make", but "how many people can I help". That's what superheroes think about every day, and this is what you should contemplate as a leader. When you focus on this, you will realize that there is a direct correlation between the number of people you help and the amount of success you have.

Superheroes can do it by themselves, but they're more powerful in teams. I don't care how talented or hardworking you think you are, you can do better by combining with other super people. You are powerful because of the team you built around you.

Superheroes' real strength comes not from their power, but from their character. Christopher Reeves is my favorite superman because he wasn't the most muscular guy, or the best actor, but he had more character than other actors. No matter what your talents are, your true power lies in your courageous, respectful and helping others.

And finally, superheroes achieve huge feats. Superman spend a normal day stopping an asteroid that's hurtling towards Earth that would otherwise kill every living being.

Remember that the same raw effort it takes to start a lemonade stand or plan a big event is the same raw effort it will take to literally save the world. Don't laugh it off as silly, be serious about achieving things. Then you can at least look back and say you tried.

From <http://www.docstoc.com/>

The Man who Invented Management

Peter Ferdinand Drucker (1909 – 2005) was a writer, management consultant, and self-described “social ecologist.” His books and scholarly and popular articles explored how humans are organized across the business, government and the nonprofit sectors of society. His writings have predicted many of the major developments of the late twentieth century, including privatization and decentralization; the rise of Japan to economic world power; the decisive importance of marketing; and the emergence of the information society with its necessity of lifelong learning.

The story of Peter Drucker is the story of management itself. It's the story of the rise of the modern corporation and the managers who organize work.

The Practice of Management, published in 1954, became his first popular book about management, and its title was, in effect, a manifesto. He was saying that management was not a science or an art. It was a profession, like medicine or law. It was about getting the very best out of people. As he himself put it: "I wrote *The Practice of Management* because there was no book on management. I had been working for 10 years consulting and teaching, and there simply was nothing or very little. So I kind of sat down and wrote it, very conscious of the fact that I was laying the foundations of a discipline."

- It was Drucker who introduced the idea of decentralization - in the 1940s - which became a bedrock principle for virtually every large organization in the world.
- He was the first to assert - in the 1950s - that workers should be treated as assets, not as liabilities to be eliminated.
- He originated the view of the corporation as a human community - again, in the 1950s - built on trust and respect for the worker and not just a profit-making machine, a perspective that won Drucker an almost godlike reverence among the Japanese.
- He first made clear - still the '50s - that there is "no business without a customer," a simple notion that ushered in a new marketing mind-set.
- He argued in the 1960s - long before others - for the importance of substance over style, for institutionalized practices over charismatic, cult leaders.
- And it was Drucker again who wrote about the contribution of knowledge workers - in the 1970s - long before anyone knew or understood how knowledge would trump raw material as the essential capital of the New Economy.

Why Drucker still matters

A few of the many timeless ideas drawn from his work

ON LEADERSHIP Don't ever think or say "I". Think and say "we". Effective leaders know they have authority only because they have the trust of the organization. They understand that the needs and opportunities of an organization come before their own needs.

ON TALENT Attracting and holding talent have become two of the central tasks of management. Knowledge workers have many options and should be treated and managed as volunteers. They're interested in personal achievement and personal responsibility. They expect continuous

learning and training. They want respect and authority. Give it to them.

ON WORK Focus on opportunities rather than problems. Problem solving prevents damage, but exploiting opportunities produces results. Unless there is a true crisis, problems shouldn't even be discussed at management meetings until opportunities have been analyzed and dealt with. Exploit change as an opportunity, and don't view it as a threat.

ON MAKING DECISIONS Every decision is risky. It's a commitment of present

resources to an uncertain and unknown future. Risks can be minimized if you know when a decision is necessary, how to clearly define a problem and tackle it directly, and that you'll have to make compromises in the end. You haven't made a decision until you've found a way to implement it.

ON ORGANIZATIONS Human beings tend to close out the outside. But effective organizations exist not to satisfy themselves but to fill a customer need. Leaders have the duty to focus on the outside in a way that continually refreshes what everyone is doing inside the company.

From the BusinessWeek

Recession? Depression? What's the Difference?

There is an old joke among economists that states: A recession is when your neighbor loses his job. A depression is when you lose your job.

The difference between the two terms is not very well understood for one simple reason: There is not a universally agreed upon definition. If you ask 100 different economists to define the terms recession and depression, you would get at least 100 different answers. Let's summarize both terms and explain the differences between them in a way that almost all economists could agree with.

Recession: The Newspaper Definition

The standard newspaper definition of a recession is a decline in the GDP for two or more consecutive quarters.

This definition is unpopular with most economists for two main reasons. First, this definition does not take into consideration changes in other variables. For example, this definition ignores any changes in the unemployment rate or consumer confidence. Second, by

using quarterly data this definition makes it difficult to pinpoint when a recession begins or ends. This means that a recession that lasts ten months or less may go undetected.

Recession: The BCDC Definition

The Business Cycle Dating Committee at the National Bureau of Economic Research provides a better way to find out if there is a recession is taking place. This committee determines the amount of business activity in the economy by looking at things like employment, industrial production, real income and wholesale-retail sales. They define a recession as the time when business activity has reached its peak and starts to fall until the time when business activity bottoms out. When the business activity starts to rise again it is called an expansionary period. By this definition, the average recession lasts about a year.

Depression

Before the Great Depression of the 1930s any downturn in economic activity was referred to as a depression. The term recession was developed in this period to differentiate periods like the 1930s from smaller economic declines that occurred in 1910 and 1913. This leads to the simple definition of a depression as a recession that lasts longer and has a larger decline in business activity.

The Difference

So how can we tell the difference between a recession and a depression? A good rule of thumb for determining the difference between a recession and a depression is to look at the changes in GNP. A depression is any economic downturn where real GDP declines by more than 10 percent. A recession is an economic downturn that is less severe.

By this yardstick, the last depression in the United States was from May 1937 to June 1938, where real GDP declined by 18.2 percent. If we use this method then the Great Depression of the 1930s can be seen as two separate events: an incredibly severe depression lasting from August 1929 to March 1933 where real GDP declined by almost 33 percent, a period of recovery, then another less severe depression of 1937-38. The United States hasn't had anything even close to a depression in the post-war period. The worst recession in the last 60 years was from November 1973 to March 1975, where real GDP fell by 4.9 percent. Countries such as Finland and Indonesia have suffered depressions in recent memory using this definition.

Now you should be able to determine the difference between a recession and a depression without resorting to the poor humor of the dismal scientists.

From <http://economics.about.com/>

A Point Of View: What kind of superpower could China be?

China is on course to becoming a superpower - but not in the way many expect, writes economist Martin Jacques.

Beijing these days is positively throbbing with debate. It may not have the trappings of a western-style democracy, but it is now home to the most important and interesting discussions in the world.

When I addressed an audience of young Chinese diplomats at their foreign ministry a year ago, it was abundantly clear that a fascinating debate is under way about what kind of foreign policy might be appropriate for the global power China is in the process of becoming.

What will China be like as a superpower? You might think it is already - it is not. Its military power is puny compared with that of the US. While America has 11 aircraft carriers, China only commissioned its first last month - based on, of all things, a Ukrainian hull.

And its global political influence is still extremely limited.

The only sense in which China is a superpower is economic - that is, its economy is already over half the size of the US economy and projected to overtake it around 2018, notwithstanding its reduced growth rate of 7%. But this is overwhelmingly a function of China's huge population. In terms of technology and living standards it lags far behind the US.

So when we speak of China as a superpower, we are talking about the future.

A common reaction to the idea of China as a superpower is that it will be like the US - except worse. Worse because it is not a democracy, it has a communist government and because its people are not like us. I guess that gives some the jitters.

In fact we should not expect China to behave in the manner of the US. It will be very different. And nor should we assume that it will necessarily be worse. Why will it be different? Because its history is so different. Articles about China's growing involvement with Africa - in terms of trade and investment - often talk of the "new colonialism".

Beware historical ignorance. China has never colonised any overseas territories. Overseas empires were a European speciality, with Japan getting in on the act for a short while too.

China could have colonised South East Asia, for example, in the early 15th century. It had the resources, it had enormous ships, many times bigger than anything Europe possessed at the time. But it didn't.

That is not to say China ignored its neighbours. On the contrary. For many, many centuries it dominated them - as a result of its sheer size and far more advanced level of development. China's relationship with them was based not on colonialism but what we now know as the tributary system. It neither ruled them nor occupied them. Rather, in return for access to the Chinese market and various forms of protection, the rulers of tribute states were required to give gifts - literally tribute - to the Emperor as a symbolic acknowledgement of China's superiority.

The tributary system comprised what we know today as East Asia, home to one-third of the world's population. It stretched from Japan and Korea to the Malay Peninsula and parts of Indonesia. It proved remarkably stable, lasting for at least 2,000 years and only coming to an end around 1900.

The West and China share an important characteristic - they both believe they are universal, a model for all others. But the way they have interpreted this in practice has been entirely different. For Europe, and latterly the US, it meant projecting their power around the world, most spectacularly during the heyday of colonialism in the 19th and first half of the 20th Century, when a large part of the world found itself under European rule.

We governed from afar, exported our ways of doing things, imposed our languages, our education, our religion and much else besides.

The Chinese, in contrast, preferred to stay at home. They believed the Middle Kingdom, the old name for China, literally meaning the centre of the world, was the highest form of civilisation. So why step outside into ever darkening shades of barbarianism?

The seven great voyages of Zheng He between 1405 and 1433 around the East and South China Seas and across the Indian Ocean as far as East Africa left no permanent mark - they were about demonstrating the glory of the Middle Kingdom rather than a desire to conquer. Those who left China to settle in South East Asia were seen as leaving civilisation and deserving of no support or protection by the Emperor.

Compare that with the way in which Britain and France celebrated the heroes of their colonial expansion. Our cities are littered with statues and street names in their memory.

There is another reason why the Chinese have tended to stay at home. The country is huge, diverse - and extremely difficult to govern. The overwhelming preoccupation of its rulers down the ages has been how to maintain order and stability and thereby retain power. It remains just as true today. Rather than look outwards, China's leaders look inwards.

So what, you might ask, does all this history tell us about how China might behave as a great global power? A great deal.

Europe, I would argue, has historically been an extremely aggressive and expansionist continent. Its own history has been characterised by seemingly endless wars which were then transplanted onto a global stage during the era of colonial expansion and world war. Military might, the projection of power around the world, and the desire if necessary by force to impose our way of life on others, have been fundamental to the European story.

And it is not difficult to see how the US - itself the product of European overseas expansion and settlement - inherited these characteristics from us.

China won't be like this. It is not in its DNA. Its rulers will be far less interested in seeking to dominate the rest of the world and far more concerned with keeping themselves in power. That is what ruling a country containing a fifth of the world's population obliges.

In time China will certainly come to enjoy huge global power. It will be exercised, however, in a rather different way.

The iconic form of western power has been military. Extraordinarily, the US today accounts for around half of global defense expenditure. Before, European colonial expansion was only possible because its fighting capacity was massively superior to that of the rest of the world.

The quintessential forms of Chinese power will be economic and cultural. Over time, China's economic strength - given the size of its population - will be gigantic, far greater than that of the US at its zenith. Already, even at its present low level of development, China is the main trading partner of a multitude of countries around the world. And with economic power will come commensurate political power and influence. China will, if it wishes, be able to bend many other countries to its will.

Cultural power will also be important to the Chinese. Theirs is a remarkable civilisation - having enjoyed a place in the sun not once but several times. During the Tang dynasty, for instance, from the 7th to the 10th Century, and most remarkably during the Song dynasty from the 10th to the 13th Century, with major advances in a host of fields from biology and hydraulic engineering to architecture, medicine, mathematics and cartography.

The Chinese are enormously proud of their historical achievements. They believe that theirs is the greatest civilisation there has ever been. They have a strong sense of their own superiority rooted in history. They have long had a hierarchical view of the world, with China at the top. And the rise of China is likely to accentuate these views.

But don't expect the Chinese to be impatient about their rise. In 1972 Henry Kissinger is reputed to have asked Zhou En Lai, the former Chinese premier, what he thought of the French Revolution. Zhou En Lai's response: "It's too early to know".

The Chinese have a completely different conception of time to Westerners. Whereas Americans think very short, the Chinese think very long. For them a century is nothing.

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